

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Advanstar Communications, Inc.,
a New York Corporation

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other _____

Citizenship (see guidelines) _____

Execution Date(s) July 2, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: BTR RITT, LLC, a California Limited Internal Liability Company

Address: _____

Street Address: 620 West Elk Avenue

City: Glendale

State: California

Country: U.S.A. Zip: 91204

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Limited Liability Company Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1404020

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

POST Registration Date: August 5, 1986

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Stuart Y. Kim, Esq.

Internal Address: _____

Street Address: Silver & Freedman
2029 Century Park East, 19th Floor

City: Los Angeles

State: California Zip: 90067-3005

Phone Number: (310) 556-2356

Fax Number: (310) 556-0832

Email Address: skim@silfre.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 4343
Expiration Date 12/2005

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: Patricia Ann Roth

Signature

July 20, 2004
Date

Patricia Ann Roth

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$40.00 1404020

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is made this 2nd day of July, 2004, by Advanstar Communications Inc., a New York corporation having a place of business at 545 Boylston Street, Boston, Massachusetts 02116 ("Assignor"), to BTR RITT, LLC, a California limited liability company having a place of business at 620 West Elk Avenue, Glendale, California 91204 ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trademark identified in **Exhibit A** hereto (the "Trademark");

WHEREAS, Assignee desires the entire right, title and interest in and to the Trademark, together with the registrations therefor and the goodwill of the business associated with the use of and symbolized by the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademark, and the registrations therefor, together with the goodwill of the business associated with and symbolized by the Trademark and the right to sue and recover for future infringements of the Trademark.

[Signature page follows.]

EXHIBIT A

MARK	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE
POST	U.S.	1404020	August 5, 1986